

LEO BURNETT COMPANY, Inc.

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THE MODERATE SMOKE.

It's not strong. It's not weak.
It's blended for the middle.

There are no excesses, except
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It has premium tasting tobaccos.
Two advanced filter systems. And a
thoughtful Humidor Pack. To keep
your smokes fresher, longer.

Try the Moderate Smoke.
It's the cigarette you can feel
comfortable with. Enjoy. And stay with.



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